

**What is claimed is:**

1. A web-based, interactive method for determining a person's interest with respect to charitable, philanthropic or political causes and for soliciting donations, the 5 method having a graphical user interface including a display, comprising:
  - asking a first question related to the causes;
  - receiving a response to the first question;
  - determining, based on the response, if subsequent questions are necessary to identify one or more causes;
- 10 if subsequent questions are not necessary, identifying, based on the response, at least one cause;
  - asking one or more subsequent questions, if necessary, based on the prior response;
  - 15 identifying, based on the responses, at least one cause; and
  - asking for a donation.
- 20 2. The method according to claim 1, further comprising receiving a donation on-line.
- 25 3. The method according to claim 1, wherein the recited steps are conducted during an on-line event on the Internet.
- 30 4. The method according to claim 1, wherein the recited steps are conducted during a web-cast on the Internet.
5. The method according to claim 1, further comprising providing information about the charities.
- 35 6. The method according to claim 1, further comprising providing at least one link to a web page of the selected cause.

7. The method according to claim 6, further comprising retrieving the selected web page.

5 8. The method according to claim 1, wherein the questions influence an individual to make a donation.

9. The method according to claim 7, wherein the selected web pages includes information that influences an individual to make a donation.

10 10. The method according to claim 1, further comprising displaying information about other donors that have donated to the causes.

15 11. The method according to claim 10, further comprising displaying a virtual plaque honoring the donors.

20 12. The method according to claim 11, further comprising updating the virtual plaque to honor new donors.

25 13. A web-based, interactive system for determining a person's interest with respect to charitable, philanthropic or political causes and for soliciting donations, the method having a graphical user interface including a display, comprising:  
means for asking a first question related to the causes;  
means for receiving a response to the first question;  
means for determining if subsequent questions are necessary to identify one or more causes;  
means for asking one or more subsequent questions;  
means for identifying at least one cause; and  
means for asking for a donation.

30 14. The system according to claim 13, further comprising means for receiving a donation.

15. The system according to claim 13, wherein the interactive system is associated with an on-line event on the Internet.

5 16. The system according to claim 13, wherein the interactive system is implemented in a web-cast.

17. The system according to claim 13, wherein the questions influence an individual to make a donation.

10 18. The system according to claim 13, further comprising web pages having information about the causes.

15 19. The system according to claim 13, further comprising information about other donors that have donated to the causes.

20 20. The system according to claim 13, further comprising one or more virtual plaques honoring the donors.

20 21. The system according to claim 20, further comprising means for updating the virtual plaques to honor new donors.

25 22. A computer program product including a program code embodied in a storage medium for carrying out a web-based, interactive method for determining a person's interest with respect to charitable, philanthropic or political causes and for soliciting donations during an on-line web-cast on the Internet, the method having a graphical user interface including a display, comprising:

asking a first question related to the causes;

receiving a response to the first question;

30 determining, based on the response, if subsequent questions are necessary to identify one or more causes;

if subsequent questions are not necessary, identifying, based on the response, at least one cause;

asking one or more subsequent questions, if necessary, based on the prior response;

5 identifying, based on the responses, at least one cause; and asking for a donation.

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